Message from the Dean
Monterrey Campus
Guadalajara Campus
Senior Management Programs
Full-Time MBA (MEDE)
Executive MBA (MEDEX)
International Office
Focused Programs
In-Company Programs
Alumni Relations
2018-2019 Special Guests
Faculty
Research Centers
Carlos Llano Chair
Rankings and Accreditations
Social Responsibility
Corporate Operations Department
Corporate Communications Department
Dear member of the IPADE community,

I am pleased to share IPADE’s 2018-2019 Annual Report with you.

I am proud to say that this year our alumni community experienced unprecedented growth. Over 40,000 business executives, entrepreneurs, and senior managers have now participated in our programs. I know that this success will motivate and push us to continue to develop this strong community. These 40,000 alumni are a reflection of our institutional commitment to the business community in Mexico and Central America and serve as a constant reminder of our founding mission: to develop business executive and leaders through innovative academics, a global approach to business, a commitment to social responsibility, and the promotion of Christian values.

The world today requires leaders that dream big, who strive to transform society and move beyond the utilitarian economic narrative that has come to dominate our understanding of business. We are committed to working with our participants to cultivate an understanding of business that places people at the center of each organization, while also encouraging a broad understanding of the importance of corporate responsibility.

We hope to leave our students with the awareness that through their work they can create employment and wealth and truly add value to each and every business and organization they become involved with. This kind of comprehensive development, so desperately needed, will only be possible if executives and managers step up to lead. The world needs greater growth, but only if it is inclusive growth. Business executives must do their best to reduce income and educational inequality, and, most importantly, to improve access to development opportunities.

This report presents the outcomes and impacts of our efforts during the 2018-2019 period. Everything we do is focused on fulfilling our mission: develop business leaders.

Rafael Gómez Nava, PhD
Dean
IPADE’s Monterrey campus provides a space where entrepreneurs and senior managers and executives can access knowledge and best practices to help manage the complexities of the current business environment.

Over the course of the year, the Monterrey campus organized a variety of events focused on topics that are relevant to the day-to-day management responsibilities of our participants:

Networking Session
November 21, 2018
Participants of the Continuing and Updating Management Program
65 attendees
Monterrey Campus

Supplementary Sessions

912 ATTENDEES

Public-private Initiatives During the 2018 – 2024 Presidential Term

Alfonso Romo Garza
Head of the Executive Office of the President

How to Restore Mind, Body, and Soul to Achieve Happiness

Marian Rojas Estapé
Visiting Professor of the Organizational Behavior Department and author of the book "Cómo hacer que te pasen cosas buenas" [How to Make Good Things Happen to You]

Book Launch: Emprender y vender. Lo que todo emprendedor debe saber [Entrepreneurship and Sales: What Every Entrepreneur Needs to Know]

Martha Rivera Pesquera and Vincent Onyemah
Co-authors

Cultural, Spiritual, and Personal Growth Sessions for IPADE Alumni

Faculty members from the Pan-American Institute of Humanities

Other events

2019 IPADE Invitational Golf Tournament

March 1, 2019
IPADE Monterrey participants and alumni

2019 Reunion
June 17 – 19, 2019
Guest Speaker Alejandro Ruelas Gossi

120 ATTENDEES

300 ATTENDEES

On December 20, 2018, 30 guests came together to celebrate the inauguration of the MEDE 2 classroom.

On December 20, 2018, 30 guests came together to celebrate the inauguration of the MEDE 2 classroom.
Today, more than ever before, IPADE Guadalajara is committed to providing the business community in the region with up-to-date and cutting-edge programs that incorporate good practices from leading international business schools and deliver high-value content that is appropriate for today’s globalized business world. In an effort to connect with even more business leaders, during this period we launched the first Boards in Action Program at our Aguascalientes satellite campus.

IPADE provides insight into business and the human side of leadership, with a focus on a human-centered approach to decision-making and management.
Supplementary Sessions

Cultural Event and Christmas Toast - Lessons on Innovation from the Avant-Garde
Gerardo Sánchez Sendra
CEO, Estudio 3.14

Coco: Mexican Identity Reflected Through Our Art
Benjamín Juárez Echenique y Marisa Canales
Cultural Advisers to Pixar during the making of the film Coco

Innovation
Gijs Van Wulfen
Innovation expert and creator of the FORTH method

Public-private Initiatives During the 2018 – 2024 Presidential Term
Alfonso Romo Garza
Head of the Executive Office of the President

How to Restore Mind, Body, and Soul to Achieve Happiness - Raising Resilient Children
Marian Rojas Estapé
Psychiatrist from the University of Navarra and author of the book Cómo hacer que te pasen cosas buenas [How to Make Good Things Happen to You]

CEO Lecture Series:
Bismarck Lepe
CEO and founder of Wizeline

Jaime Argamasilla
Head of Campari Group in Mexico and Central America
Senior Management Programs

Our Senior Management Programs (AD-2, AD, D-1, and the Regional Programs) offer business leaders and executives the opportunity to improve and enhance their management skills in order to successfully face the challenges of the business world and create a positive impact on society.

982 PARTICIPANTS

AD-2: 228
CDMX: 62
Guadalajara: 50
Monterrey: 90
Torreón: 26

AD: 158
CDMX: 83
Veracruz: 41
Hermosillo: 34

D-1: 462
CDMX: 308
Guadalajara: 68
Monterrey: 86

REGIONAL PROGRAMS

Regional AD: 48
Regional D-1: 86

Julián Sánchez, Professor of the Managerial Control and Information Department.
Senior Management Programs

International Immersion I
International Days

In a business environment marked by constant change, the ability to understand and implement new concepts has quickly become a required skill for successful leaders. During IPADE’s Immersion I program, participants engaged with examples of these rapid changes and learned how to manage complex organizational challenges.

517
D-1 PROGRAM PARTICIPANTS

470
AD-2 AND AD PROGRAM PARTICIPANTS

Northwestern Kellogg

KELLOGG SCHOOL OF MANAGEMENT AT NORTHWESTERN UNIVERSITY Leading into the Future: Driving Organizational Transformation in the Digital Age
March 20 – 22, 2019

Visiting Faculty
• Sanjay Khosla
• Ned Smith
• Steven Francconeri
• Adam Pah
• Kevin McTigue

Topics
• Fewer, bigger, bolder: from mindless expansion to focused growth
• Social capital
• Data visualization for communication & persuasion
• Demystifying artificial intelligence
• Data driven media & creative in modern marketing

IPADE’s International Immersion Programs offer an opportunity to strengthen the connection between our community and the rest of the world.

International Immersion II Study Trips

Designed for executives that are responsible for leading organizational growth initiatives, the study trips provide participants with a comprehensive set of concepts and tools focused on strategy, innovation, and leadership.

250
PARTICIPANTS

HARVARD BUSINESS SCHOOL Comprehensive Leadership: Essential Tools to Drive Growth and Innovation

84
PARTICIPANTS
16 SESSIONS

KELLOGG SCHOOL OF MANAGEMENT Driving Growth and Innovation

65
PARTICIPANTS
18 SESSIONS

THE MIT SLOAN SCHOOL OF MANAGEMENT Creating, Encouraging, and Sustaining Business Innovation

56
PARTICIPANTS
16 SESSIONS

STANFORD UNIVERSITY Leveraging Innovation for Growth During Downturns

45
PARTICIPANTS
19 SESSIONS

Stanford University

Adam Pah, Professor at the Kellogg School of Management.
Our Full-Time MBA Program is designed to help participants develop the skills they need to take on the responsibilities and face the challenges associated with executive management. Graduates of this program stand out for their business vision, their global perspective, and their human-focused and social approach to management.
Full-Time MBA

We welcomed international students from:

City

Chile
China
Colombia
Costa Rica
Ecuador
Germany
India
Korea
United States
Vietnam

mty

Colombia
Costa Rica
Peru
Switzerland
United States
Venezuela
Doing Business in Mexico (Emerging Markets Development)

March 11 – 15

Over the course of a week, participants from the IPADE Full-Time MBA Program and other MBA programs around the world come together to discuss business opportunities in Mexico.
This year, participants traveled across the world to dive deep into the business environment in China and Israel.

This Program offers participants the opportunity to travel to other countries and visit local companies and business schools with expertise in key industries.
Relevant Events

Organized in partnership with leading companies, the annual challenges and case competitions offer participants the opportunity to work together as a team to solve business case studies. Participants are given the chance to apply what they’ve learned, and the sponsor organization and other companies are able to identify and attract management talent.

Pisa Challenge
January 30 – 31
MEXICO CITY AND MONTERREY
[55 PARTICIPANTS]

BBVA Challenge
February 11 – 12
MEXICO CITY AND MONTERREY
[105 PARTICIPANTS]

IPADE Case Competition
April 9 – 10
MEXICO CITY AND MONTERREY
[89 PARTICIPANTS]

Banorte Assessment
May 17 – 18
MEXICO CITY
[10 PARTICIPANTS]

Kellogg Company Case Competition
May 20
MEXICO CITY
[12 PARTICIPANTS]

Zorro Abarrotero Challenge
May 31
MEXICO CITY
[125 PARTICIPANTS]

Creativity, Persistence, and Service Award
Awarded every year by the E. Arocena Foundation, the Creativity, Persistence, and Service Award recognizes participants that embody the values of IPADE.

MEXICO CITY
Winner: Leonardo Benjamin González Lamadrid
March 26

MONTERREY
Winner: Ariel Emiliano Berrueto Garza
March 27

1st Latin American IPADE Search Fund Conference
Hosted in Latin America for the first time, this international investment fund event came to IPADE thanks to the efforts of Full-Time MBA participants.

MEXICO CITY
May 6

Charity Build Day
MBA participants came together to help build homes for a community in the State of Mexico.

20 PARTICIPANTS
Bobishi de Guadalupe, State of Mexico
May 4

Social Responsibility Day
Every year, Full-Time MBA participants spend a day with students from the Montefalco School to make a positive impact on the community.

70 PARTICIPANTS
Montefalco School, Morelos
May 22

MBA World Cup
MBA participants from business schools around the world face off during this soccer tournament, organized by the Tuck School of Business.

46 PARTICIPANTS
Tuck School of Business, United States
April 27 – 28
**Exchanges Programs**

**127 Participants**

**29 Countries**

Argentina  
Australia  
Belgium  
Brazil  
Canada  
Chile  
China  
Croatia  
Estonia  
France  
Germany  
Hong Kong  
Italy  
Japan  
Morocco  
Netherlands  
Nigeria  
Norway  
Peru  
Poland  
Scotland  
South Africa  
South Korea  
Spain  
Sweden  
Switzerland  
United Kingdom  
United States

**29 Schools**

1. A.B. Freeman School of Business, Tulane University  
2. Audencia Business School  
3. CEIBS China Europe International Business School  
4. CEU Central European Business School  
5. CKGSB Cheung Kong Graduate School of Business  
6. EMLV Business School  
7. ESSEC École de Management  
8. ESSEC Business School  
9. FEM School of Management, Peking University  
10. HEC Business School  
11. HEC Business School  
12. HSK Business School, Hong Kong Baptist University  
13. IE Business School  
14. IUB Business School  
15. Jones Graduate School of Business, Rice University  
16. Kellogg School of Management, Northwestern University  
17. Kühne Logistics University, The KLU  
18. Lagos Business School, Pan-Atlantic University  
19. LIESEG Business School  
20. London Business School  
21. Ludwig Guichard School of Management, Macquarie University  
22. MIP - Politecnico di Milano Graduate School of Business  
23. Montpellier Business School  
24. NHH - Norwegian School of Economics  
25. NUIST Graduate School, Nanjing University of Commerce and Business  
26. NYU Stern School of Business  
27. Owen Graduate School of Management, Vanderbilt University  
28. Pantea de la Escuela de Dirección, Universidad de Plaza  
29. Peking University of Economics and Business  
30. PUC Escuela de Administración, Pontificia Universidad Católica de Chile  
31. Simon Business School, University of Rochester  
32. Smith School of Business, Queen’s University  
33. St. Gallen University School of Management  
34. Stellenbosch  
35. Sydney Business School, University of Wollongong  
36. Tallinn University School of Management  
37. Tuck School of Business, Dartmouth College  
38. UPM Instituto COPPEAD de Administración  
39. UMass Amherst School of Business and Administration  
40. UnSa University School of Economics and Management – ZSEM  
41. University of California Berkeley  
42. University of California, Berkeley  
43. University of Edinburgh Business School  
44. University of Guelph  
45. University of Laval Faculty of Business Administration  
46. University of Massachusetts Boston College of Management  
47. University of South Africa  
48. University of St. Gallen  
49. University of Wollongong  
50. University of Wollongong  
51. University of the Witwatersrand  
52. USP Faculdad de Negocios y Economía, Universidad de Chile  
53. UTFSU School of Business  
54. UTFSU School of Business  
55. Virginia Commonwealth University  
56. Warwick Business School  
57. Yonsei University Graduate School of Business  
58. Zagreb School of Economics and Management
The Career Services Office (CEDIC) helps place participants and alumni of IPADE’s Full-Time MBA Program with companies from across various industries. CEDIC implements multiple activities during the year to connect talent from the Full-Time MBA program with leading companies and organizations.

**Monterrey**

**Upgrading Your Professional Image**

This workshop offered participants the opportunity to learn how to improve their personal and professional image.

**62 PARTICIPANTS**

**Industry Forums**

Events focused on key high-impact industries:

1. **Supply Chain**
   - Entrepreneurship and Supply Chains

2. **Innovation and Technology**
   - Talent Challenge

3. **Entrepreneurship**
   - The Challenges of Entrepreneurship

4. **Consumer Sector**
   - Disruptive Consumer Engagement

5. **Real Estate & Finance**
   - Real Estate & Finance: Mexico’s Moment

6. **Energy and Policy**
   - The Future of Mexico’s Energy Reforms

**Business Forums**

Business forums offer participants the opportunity to connect with potential employers to explore future job opportunities, either for a full-time position after graduation or as part of the summer internship program.

**74 PARTICIPATING COMPANIES**

**MEXICO CITY**

**50 MONTERREY**

Talent is meant to be multiplied and shared...
Today's business environment calls for leaders with specific skills, including a global mindset, capacity to reflect critically, innovative and resourceful team management, and decision-making.
IPADE’s International Week offers a unique international experience for Executive MBA participants that looks beyond their role as business leaders and decision-makers to focus on their commitment and responsibility to society. By enhancing their management skills and analyzing best business practices, these business leaders create value and contribute to new and beneficial social structures.

From October 2-5, 2018, 492 participants attended the 20th annual International Week, titled Entrepreneurial Solutions to Poverty, to discuss and share ideas about competitiveness and social responsibility.
By visiting other business schools, participants have the opportunity to identify shared problems in our global society and jointly develop practical solutions.
Establishing dialogue with other business actors enhances and strengthens the Executive MBA program.
The IPADE Universe

International Office

One of the hallmarks of an IPADE education is our global approach to business. IPADE is committed to continuously develop its ties with business schools around the world to stay up to date on global business trends. These relationships with other business schools enable us to offer innovative, forward-looking, and cutting-edge perspectives that seek to address the challenges facing business leaders today.

The International Office develops partnerships and academic cooperation agreements with institutions around the world.

International Office developments partnerships and academic cooperation agreements with institutions around the world.

IPADE WORKS WITH:

91 BUSINESS SCHOOLS FROM 37 COUNTRIES

INTERNATIONAL AGREEMENTS WITH:

101 INSTITUTIONS FROM 37 COUNTRIES

International Visits

While we seek to learn from business schools around the world, other schools seek to learn from us. Our international guests help further develop existing agreements or establish new strategic partnerships that enhance the international participation and experience of the IPADE community.

JENNIFER HOPE
International Recruitment Liaison, Executive Programs
Peter B. Gustavson School of Business, University of Victoria
Canada

CAITLIN MCCARTHY
Associate Director, MBA International Programs
NYU Stern School
USA

JOHN MONAHAN
Director
The Intern Group
USA

JACQUELINE VERDÍN
Mexican-American linkage
Haas School of Business,
UC Berkeley
USA

PETER WOODS
Associate Professor
Griffith University
Australia

TODD MOSS
Assistant Professor of Entrepreneurship Faculty Director
Whitman School of Management,
Syracuse University
USA

CARLOS A. RIVERA
Representative in Mexico
IMD
Switzerland

KATE HARDWICK
Program Account & Operations Manager, Executive Education
Kellogg School of Management
USA

AMY MCHALE
Assistant Dean for Master’s Programs
Mortin I. Whitman School of Management
USA

ANTOINE CAUCHON
Project Manager Laval University
Laval-Quebec University
Canada

Every year, we welcome representatives from international business schools that are interested in establishing cooperation agreements or developing a closer collaborative relationship with IPADE.

Annual Report / IPADE
We have built a network of business schools that enables us to better understand the most relevant trends in each region around the world and develop strategic synergies.

North America
1. A. B. Freeman School of Business, Tulane University
2. Coopé College of Business, University of North Florida
3. Columbia Business School
4. Cox School of Business, Southern Methodist University
5. Crummer Graduate School of Business, Rollins College
6. Daniels College of Business, University of Denver
7. Darden School of Business, University of Virginia
8. Faculty of Business Administration, Université Laval
9. Goizueta Business School, Emory University
10. Goodman School of Business, Brock University
11. Haas School of Business, University of California Berkeley
12. Harvard Business School
13. Ivey School of Business, Western University
14. Jones Graduate School of Business, Rice University
15. Kellogg School of Management, Northwestern University
16. Kenneth Lowe Graduate School of Business, University of Regina
17. Michael Foster School of Business, University of Washington
18. MIT Sloan School of Management
19. Owen Graduate School of Management, Vanderbilt University
21. Schulich School of Business, York University
22. Simon Business School, University of Rochester
23. Smith School of Business, Cornell University
24. Smith School of Business, University of Rochester
25. Smith School of Business, University of North Carolina at Chapel Hill
26. UMass Boston, The University of Massachusetts Boston College of Management
27. UQAM Desautels Faculty of Management
28. University of North Carolina at Chapel Hill
29. USC Marshall School of Business, University of Southern California
30. Van Loan School of Graduate and Professional Studies, Endicott College

Latin America
1. B. Business School
2. Escuela de Administración, Pontificia Universidad Católica de Chile
3. Facultad de Negocios y Economía, Universidad de Chile
4. FIA - Fundación Instituto de Administración
5. IAE Business School
6. IDE Business School, Universidad de los Andes
7. IESA - Instituto de Estudios Superiores de Administración
8. Instituto CMBPAC, Universidad Tecnológica de Quito
9. PAD, Escuela de Dirección
10. PANS Business School, Universidad del Istmo

Europe
1. Audencia Business School
2. CEU Business School
3. EBS Business School
4. EDHEC Business School
5. EM Lyon Business School
6. ESADE Business School
7. ESSEC Business School
8. Faculty of Management and Economics, Witten/Herdecke University
9. Graduate School of Business, University of California Berkeley
10. HEC Paris
11. IESE Business School
12. London Business School
13. LUISS Business School
14. Mannheim Business School, University of Mannheim
15. MIP - Politecnico di Milano Graduate School of Business
16. Montpellier Business School
17. MBB - Norwegian School of Economics
18. NIKKEI Business School
19. Poznan University of Economics and Business
20. Rotterdam School of Management
21. School of Business, Aalto University
22. School of Economics, Stockholm School of Economics
23. Stockholm School of Economics
24. St. John's College, University of Oxford
25. St. Gallen and Management
26. Solvay Brussels School of Economics and Management
27. Stellenbosch University
28. University of South Australia Business School

Asia
1. Asian Institute of Management
2. CEIBS - China Europe International Business School
3. CIGS - Chung Hua Institute of Science and Technology
4. China Europe International Business School
5. CEIBS - China Europe International Business School
6. Cheung Kong Graduate School of Business
7. CEIBS - China Europe International Business School
8. Chinese University of Hong Kong
9. Columbia Business School, Columbia University
10. Creighton University, Creighton University
11. Dalhousie University
12. Dalhousie University
13. Darden School of Business, University of Virginia
14. Day School of Business, University of Wisconsin
15. DCU School of Business
16. ESCP Europe Business School
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98. ESCP Europe Business School
99. ESCP Europe Business School
100. ESCP Europe Business School

Africa
1. ESCE Ecole de Management
2. Gordon Institute of Business and Science
3. Lagos Business School, Pan-Atlantic University
4. Stellenbosch University

Oceanina
1. Faculty of Business, University of Wollongong
2. MGSM Graduate School of Management, Macquarie University
3. University of South Australia Business School
Focused Programs

The global environment requires companies to concentrate their efforts on providing innovative solutions to current problems associated with particular business needs that have emerged as a result of the challenges facing various industries.

These interdisciplinary programs seek to address current and future needs in management training, with a focus on cutting-edge topics that are relevant to the business world.

Industry Meetings

5th Food and Beverage Industry Summit

190 ATTENDEES

June 18, 2019
Topic: The Food and Beverage Industry: A Constantly Evolving Environment

Jointly organized with Iese

Special Guests:
Fausto Costa, Executive Chairman, Nestlé Mexico
Alejandro Malagon, President, CANAINCA
Darcy Simmons, Global Head of Food & Beverage, ABB
Manuel Molano, CEO, IMCO
Erika Quevedo, Executive Director, Movisa
Efrén Flores, Head of Business, Grupo Imagen

Hosted for the fifth consecutive year, the 2019 edition of this event addressed the opportunities and threats that have emerged in the current political and economic environment. Scholars, business executives, and entrepreneurs discussed solutions that have been used to effectively address similar problems in other countries.

IPADE’s Focused Programs seek to enhance participants’ management skills to improve their personal performance and the performance of their business areas.
### Industry Meetings

#### 3rd IPADE Auto Summit

**186 ATTENDEES**

- **November 20, 2018**
  - Topic: Rethinking the Ecosystem
  - Jointly organized with: IESE
  - Special Guests:
    - Maru Escobedo, CEO, BMW Mexico
    - Magdalena López, CEO, Renault Mexico
    - José Manuel Arana, CEO, Grupo Industrial Satillo
    - Manuel Montoya, CEO, Cluster Automóvil de Nuevo León
    - Sergio Bautista, Local Business Unit Manager, ABB Robotics
    - Bruno Juanes, Lead Partner Manufacturing Practice, Deloitte
    - Flavio Rivera, President and CEO, Daimler Trucks
    - Javier Tello, Political Analyst
    - Enrique Quintana, Political Analyst and VP, El Financiero

The third edition of this event focused on analyzing how major macro trends, uncertainty, and the current geopolitical environment are reshaping business models in the automotive industry. The discussion revolved around the following key topics: (a) the impact of geopolitical and economic changes, (b) the future of mobility, (c) the future of manufacturing and Industry 4.0, and (d) human capital challenges and how they are reshaping the industry.

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#### Energy Industry Summit (City Series - Mexico)

**69 ATTENDEES**

- **March 26, 2019**
  - Topic: Energy Development in Mexico
  - Organized jointly with: Energy Dialogues
  - Special Guests:
    - Guillermo García Alcocer, President, CIRE
    - Andrés Rozental, former Mexican Ambassador to the United Kingdom and Switzerland, Mexico Representative to the United Nations in Geneva, and current Head of the Energy Working Group at COMEX
    - Rosanety Barrios, former Head of Transport at CIRE, former Under Secretary of Hydrocarbons, and independent analyst
    - María José Treviño, CEO, Acclaim Energy

This event encouraged strategic dialogue among top executives from the complete value chain: oil & gas (upstream, midstream, and downstream) and both traditional and alternative electric power (generation, distribution, and commercialization), with a focus on creating trade opportunities and establishing practical solutions.

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#### Special Guests

The following leaders delivered a session or a lecture to the IPADE community during this period:

- **Eduardo Osuna Osuna**, Director, Grupo Financiero BBVA Bancomer
- **José Raz Guzmán**, Co-Chair, Greenberg Traurig
- **José Medina Mora**, President, Compusoluciones; National Vice President, COPARMEX
- **Julio Gutiérrez**, Member of the Board of Directors, ALSEA
- **Ferenz Feher**, Global innovation consultant
- **Alberto Levy**, Global innovation consultant
- **Alejandro Ruelas**, Professor of Strategy and Innovation, University of Miami
- **Peter Fiske**, Professor at the University of California, Berkeley and expert in renewable energy and natural resources
In-Company Programs

IN-C

In addition to developing leaders as agents of change, In-Company Programs foster a culture of effort, strategic skills development, and continuous improvement to contribute to key high-value and high-impact elements of a company.

4,087
TOTAL PARTICIPANTS

CDMX GUADALAJARA MONTERREY
2,592 985 510

741
SESSIONS TAUGHT

CDMX GUADALAJARA MONTERREY
542 128 71

In-Company Programs implemented:

- AJEA Guanajuato
- AMIBAC
- AMDAJAL
- AMME
- ANADIM
- ANFCA
- ANUIES
- Arquidiócesis Primada de México
- ASOFOM
- Banorte
- Banxico
- BBVA
- Bimbo
- CANACINTRA
- Cemex
- Centros Educativos
- Chubb
- Cisco
- Cibernames
- Coca-Cola FEMSA
- CompuSoluciones
- Crow
- Cruz Azul
- General Motors
- Guma
- Heineken
- Ipeth
- Mazda
- Microsoft
- MTeled
- Nadro
- Oracle
- Pfrce
- Pisa
- Posadas
- PPG
- Samsung
- Ternium
- UCB
- Universidad de Celaya

40K
STUDENTS

2018-2019

Shared objectives:
“Claiming that the only purpose of business is to make profits is a reductionist mistake...”
Carlos Slim

2011-2019

The In-Company Program implemented with Coca-Cola FEMSA was designed for a select group of regional managers and incorporated a distance learning format, enabling contact with participants in between classroom-based modules.

This year, executives from PPG Industries, a Fortune 500 company operating in over 70 countries and current owner of Mexican company Comex, came together from all over the world to participate in an In-Company Program.

In partnership with Nissan Japan, IPADE developed a global program that will be implemented locally. The design process required meetings with executives from Nissan Brazil and faculty members from ESSEC and IPADE.
Belonging and Connection

Continuing and Updating Management Program

The Continuing and Updating Management Program is focused on both current affairs and the most up-to-date business cases. Open to alumni only, this program offers the opportunity to discuss and engage with the latest business trends over a period of 10 months. This highly enriching environment gives participants the chance to learn from the experiences of other companies, understand new concepts, and further develop the skills associated with successful managers.

 Alumni Directory

During the International Continuing and Updating Management Program this year, we launched the Alumni Directory, a platform that will enable the more than 40,000 IPADE alumni around the world to connect with other members of the alumni community across 47 countries and 14,773 companies.

1,343 PARTICIPANTS IN THE CONTINUING AND UPDATING MANAGEMENT PROGRAM

<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>ALUMNI</th>
<th>COMPANIES</th>
<th>COUNTRIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>CDMX</td>
<td>792</td>
<td>259</td>
<td>292</td>
</tr>
</tbody>
</table>

Our alumni community now includes more than 40,000 graduates, and we are committed to staying in contact with each and every one. The Alumni Relations Office organizes various activities that are just one of the benefits of belonging to the most important business community in Mexico, including exposure to cutting-edge trends in management and opportunities to learn about the complex art of leadership from the personal experience of experts and leaders.

International Continuing and Updating Management Program (CICA)

The increasingly competitive business environment makes it critical to stay up to date on developments within the business world and remain in contact with other markets. The International Continuing and Updating Management Program is an intensive program held over a single week where participants from sister schools share and discuss their views on business management in other parts of the world with participants from the various IPADE campuses.

350 PARTICIPANTS

7 COUNTRIES 21 SESSIONS

Participating Schools

- BÁRNA BUSINESS SCHOOL (Dominican Republic)
- INALDE BUSINESS SCHOOL (Colombia)
- IPADE COSTA RICA (Costa Rica)
- IDE BUSINESS SCHOOL (Ecuador)
- UNIS BUSINESS SCHOOL (Guatemala)
- IPADE BUSINESS SCHOOL (Mexico)
Supplementary Sessions

These forums offer participants the opportunity to discuss insights from the business world with a focus on innovation, including success stories and practical content.

1,740 ATTENDEES

- Presentation of the Continuing and Updating Management Program
  - Julián Sánchez García and Oscar Carbónell López, IPADE faculty members
- Launch of the book Dirección de Operaciones. Desde el Vértice de la Alta Dirección [Operations Management: From the Apex of Senior Management]
  - Fabio Nova, J. Miguel León, and Rafael Gómez Nava, book authors and IPADE faculty members
- Launch of the book Modelando el emprendimiento social en México [Modeling Social Entrepreneurship in Mexico]
  - Fabio Nova, Miguel León, and Rafael Gómez Nava, book authors and IPADE faculty members
- Carlos Llano Chair – 2018 Discussions on Ethics, Business, and Life: Why is Mexico Stuck in the Past?
  - Daniel Martínez-Valle, CEO, Mexichem
  - Marcelo Delajara, Head of the Economic Growth and Labor Market Program, CEEY
- Carlos Llano, the Author
  - Launch of the new edition of seven books written by Dr. Carlos Llano Cifuentes
    - Arturo Picos, IPADE faculty member
    - José Manuel Núñez Plego, Professor at Universidad Panamericana
    - Patricia Montelongo, Journalist
    - Carlos Ruiz, IPADE faculty member
- The Gap Between Decision and Action: The Challenges of Consistency
  - Javier Duarte, Professor of Decision Analysis at IPADE
  - Víctor Gordo, Managing Director, Imagen Publica
- Launch of CICA and Networking Event
  - Carlos Castellanos, IPADE faculty member
- AMAP EFFIE Forum: Effective Sales Strategies and Ideas that Capture Attention
  -Carlos Chávez, Senior Lecturer at IPADE
  - Jorge Vargas, CEO, Kantar Millward Brown
  - Carlos Vaca, CEO, BBDO
  - Luis Dávila, Executive Creative Director, Uber
  - Gerónimo Ávila, Founder and President, Element
- Family and Self Session for Continuing and Updating Education participants
  - Marian Rojas, Visiting Professor of Organizational Behavior at IPADE

689 ATTENDEES

- Cultural Event and Christmas Toast - Lessons on Innovation from the Avant-Garde
  - Gerardo Sánchez Sendra, Managing Director, Estudio 3 14

912 ATTENDEES

- Entrepreneurship and Sales: What Every Entrepreneur Should Know
  - Alma Rivera Pasquera, Professor of Marketing at IPADE
- Public-private Initiatives During the 2018 – 2024 Presidential Term
  - Alfonso Romo Garza, Head of the Executive Office of the President
- How to Restore Mind, Body, and Soul to Achieve Happiness
  - Marian Rojas Estapé, Visiting Professor of Organizational Behavior at IPADE
- Cultural, Spiritual, and Personal Growth Sessions for IPADE Alumni
  - Faculty from the Pan-American Institute of Humanities
CEO Lecture Series

The CEO Lecture Series offers the IPADE community the opportunity to learn about high-level management issues from key players in contemporary management. IPADE is committed to inspiring our alumni and connecting them with the experiences of business executives who lead organizations that have had an impact on society. The CEO Lecture Series offers a space for our alumni to open a dialogue with world-class business leaders.

cdmx

910 ATTENDEES

- Luz Adriana Ramírez Chávez
  Country Manager, Visa Mexico
- Fausto Costa
  CEO, Nestlé Mexico
- Mónica Flores Barragán
  President, Manpower Group for Latin America
- Vladimiro De la Mora
  President and CEO, GE Mexico
- Ana Longoria Villarreal
  President and CEO, Grupo Novartis Mexico

gdl

151 ATTENDEES

- Jaime Argamasilla
  Managing Director for Mexico and Central America, Campari Group
- Bismarck Lepe
  CEO and Founder, Wizeline

IPADE Alumni Sessions

We are committed to sharing cutting-edge information with the IPADE community across Mexico and Central America. IPADE Alumni Sessions allow business executives to stay up to date on global trends thanks to the key findings and developments from IPADE’s academic departments.

300 PARTICIPANTS

PUEBLA 37
CULIACÁN 30
CANCÚN 30
COSTA RICA 24
AGUASCALIENTES 48
TORREÓN 14
HERMOSILLO 38
CHIHUAHUA 43
LEÓN 36

We are committed to sharing cutting-edge information with the IPADE community.
Every year, the Alumni Relations Department convenes IPADE alumni at reunion celebrations. Every five years, alumni are invited to come together to share their experiences, exchange ideas and perspectives, and remember their time at IPADE. In 2019, the class years ending in 4 and 9 and the Class of 2016 were invited to catch up with classmates at each of the three IPADE campuses.

Reunions

Every five years, alumni come together to share their experiences, exchange ideas and perspectives, and reconnect with IPADE.

cdmx
1,100 PARTICIPANTS
June 10 – 13
Alumni who graduated from any of the core programs in a year ending in 4 or 9 and the Class of 2016
Participating programs: Full-Time MBA, Executive MBA, ADIT, ADECAP, D-1, AD, and AD-2
Lectures: “Differentiation Leadership and More” and “Are Michael Porter’s Differentiation and Cost Leadership Approaches to Competitive Advantage Still Exclusionary Approaches?”
Miguel Ángel Llano Irusta
Visiting Professor from San Telmo Business School

mty
390 PARTICIPANTS
JUNE 17 – 18
AD-2 Classes of: 78/79, 83/84, 93/94, and 08/09
Executive MBA/Full-Time MBA Classes of: 97/99, 07/09, and 12/14
Lecture: “Race-to-the-Top Strategy Paradigm”
Alejandro Ruelas-Gossi

gdl
267 PARTICIPANTS
May 20 – 21
Alumni who graduated from any of the core programs in a year ending in 4 or 9 and the Class of 2016
MEDEX, innovAD, D-1, and AD-2
Lectures: “Raising Resilient Children” and “How to Restore Mind, Body, and Soul to Achieve Happiness”
Marian Rojas Estapé
Visiting Professor of Organizational Behavior
EmTech digital LATAM
JULY 2 – 3, 2019

In partnership with the MIT Technology Review and Opinno, IPADE once again hosted EmTech Digital LATAM, an international conference that highlights emerging technologies. This year, the event focused on artificial intelligence and how it is revolutionizing countless industries and sectors.

400 ATTENDEES

Artificial intelligence is here. What now?

SPEAKERS:
- Gideon Lichfield, Editor in Chief, MIT Technology Review
- Rafael Gómez Nava, Dean, IPADE Business School
- Pedro Moneo, Publisher, MIT Technology Review, Spanish Edition; Founder and CEO, Opinno
- Beena Ammanath, Founder and CEO, Humans for AI
- Carliss Schoenick, Senior Program Manager & Communications Director, Allen Institute for AI
- Dan Roth, Eduardo D. Glotman Distinguished Professor, University of Pennsylvania
- Sriram Raghavan, Vice President, IBM Research AI
- Chris Gottbrath, Technical Program Manager in AI Infrastructure, Facebook
- Cecilia Niccolini, Director, Opinno Research Center; Researcher, Harvard and MIT
- Cristina Martínez, AI for Good Lab Director, CMinds
- Darin Briskman, Evangelist of Machine Learning and Blockchain, Amazon Web Services
- Marcio Aguiar, Head of the Enterprise Division for LatAm, NVIDIA
- Arshi Jain, Head of Research, The Future Society
- Enrico Santus, Postdoc Associate, Massachusetts Institute of Technology
- Santiago Ibáñez, Co-Founder, Bild
- Agustín Rossi, Principal, Omidiyar Network
- Ladi Adefa, Senior Security Strategist, Fortinet
- Manuel Aragón, Founder and CBO, deep, dive
- Alejandro Ayala, Chief Engineer Digital Intituation, Ford Motor Company
- Rafael Ramírez de Alba López, Of Economic Environment, IPADE Business School
- Javier Fuentes, Director of Operations Management, IPADE Business School
- Beatriz Ferreira, datAm Director, Opinno

For the fourth consecutive year, IPADE hosted the Harvard Business Review Summit, an event that brings together top business leaders to discuss the latest trends in contemporary management. This year, the event focused on the key drivers of organizational transformation.

400 ATTENDEES

Harvard Business Review Summit

CONFERENCANTES:
- Armando Betancourt, Digital Sales Director LatAm, GE Power
- Jason Wild, Vice-President of Strategic Innovation, Salesforce
- Juan Carlos Gómez, Sector Lead Retail, Google
- Pedro Moneo, Publisher, Harvard Business Review in Spanish; Founder & CEO, Opinno
- Shameen Prashantham, Professor of International Business and Strategy, China Europe International Business School
- Leonardo Bonanni, Founder & CEO, Sourcingmap Inc.
- Sebastián Mejía, Co-founder, Rappi
- José Varela, Managing Director, J&M Mexico
- Blanca Gómez González, Expert in People Management, Talent, and Business Transformation, Microsoft
- Timothy O’Brien, Lecturer in Public Policy, Harvard Kennedy School

Dan Roth, Professor from the University of Pennsylvania.
Special Guests

Carlos Aguiar Retes
ARCHDIOCESE OF MEXICO
Arts Dialogue of Mexico In-Company Program

Vladimiro de la Mora
GE
President and CEO
CEO Lecture Series

Mayra González
NISSAN
Global Sales Director
CEO Lecture Series

Jesús Ballesteros Llompart
UNIVERSIDAD DE VALENCIA
Professor of Philosophy of Law and Political Philosophy
Honors Causa

Vladimiro de la Mora
Laboratorio Nacional de Políticas Públicas
Managing Director
Continuing and Updating Management Program

Marisa Canales y Benjamín Juárez Echenique
COCO: Mexican Identity Reflected Through Our Art

Carlos Cavallé Moratalla
UNIVERSIDAD DE NAVARRA
Professor of Biochemistry and Molecular Biology
Honors Causa

Ana Longoria
NOVARTIS
CEO
CEO Lecture Series

Enrique Olvera
PUJOL
CEO
CEO Lecture Series

Luz Adriana Ramírez Chávez
VISA MEXICO
CEO
CEO Lecture Series

Mónica Flores
MANPOWER
President for Latin America
CEO Lecture Series

Bismarck Lepe
OOYALA Y WIZELINE
Founder
CEO Lecture Series

Luz María Gutiérrez
5Goo
CEO
Women in Business (Full-Time MBA)

Gijs Van Wulfen
Innovation Expert
Supplementary Session

Jaime Ernesto Argamasilla
GRUPO CAMPARI
Managing Director, Mexico and Central America
CEO Lecture Series

Carlos Cavallé Moratalla
UNIVERSIDAD DE NAVARRA
Professor of Biochemistry and Molecular Biology
Honors Causa

Ana Longoria
NOVARTIS
CEO
CEO Lecture Series

Víctor Gordoa
COLEGIO DE IMAGEN PÚBLICA
Founder
Supplementary Session

Nitin Nohria
HARVARD BUSINESS SCHOOL
Dean
Honors Causa

Claudia Jañez
DUPONT
President, Latin America
Women in Business (Full-Time MBA)

Claudia Jañez
DUPONT
President, Latin America
Women in Business (Full-Time MBA)

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President, Latin America
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Claudia Jañez
DUPONT
President, Latin America
Women in Business (Full-Time MBA)
IPADE’s commitment to remaining at the vanguard of business education has allowed us to attract more than 70 excellent faculty members. Each IPADE professor has their own unique academic backgrounds, management experience, ongoing relationships with the business world, and continuing development activities that allow them to stay up to date on global leadership and top management trends.

Faculty members are involved in activities including teaching, management work, management consulting, and research, with a focus on incorporating leadership learning into company cultures, encouraging personal growth, and promoting an organizational approach based on ethics and social responsibility.

Theses published

Francisco Espinosa Manzo
Marketing
Best Practices in Marketing Strategy as Applied by Small Mexican Companies
University of Phoenix – School of Advanced Studies

Ricardo Murcio Rodriguez
Organizational Behavior
Structural Analysis of Carlos Llano’s Person-Centered Leadership Approach
University of Navarra

Alberto Ibarra Garza
Decision Analysis
Prosocial Crowdfunding: A Multilevel and Cross-Disciplinary Analysis
IESE Business School
2019 Faculty Meeting
July 31 – August 3

The annual Faculty Meeting was held to discuss the current economic, social, cultural, and moral challenges facing business in Mexico, with a focus on the ongoing development of management skills in the business community.

The following lectures were given as part of the 2019 Faculty Meeting:

- The Present and Future of Research at IPADE
  Juan Romero McCarthy, Managerial Control and Information
  Carlos Gómez Minakata, General Management
  Alberto Ibarra Garza, Decision Analysis

- What is a Theoretical Contribution?
  Mónica Franco Santos, Guest Lecturer

- Developing a Research Project
  Mary Conway, Professor of International Business at Crummer Graduate School of Business

Research Seminar I
Alberto Ibarra Garza, Decision Analysis
Ana Cristina Dahik Loor, Social and Political Environment
Eugenio Gómez Alatorre, Economic Environment

Research Seminar II
German Céspedes Herrera, Organizational Behavior
Yvette Mucharraz y Cano, Human Resource Management

- How to Conduct a Systematic Literature Review
  German Céspedes Herrera, Organizational Behavior

- Economic Environment in Mexico: Prospects and Analysis
  Eduardo Sojo Garza-Aldape, Laboratorio Nacional de Políticas Públicas

- The Importance of Inclusive Growth for Society in the Age of Artificial Intelligence
  Rev. Dr. Cristian Mendoza Ovando

- Integral Maturity
  Rev. Dr. Francisco Ugarte Corcuera

- The Common Good in the Digital Domain
  Rev. Dr. Cristian Mendoza Ovando

- The second talent attraction and recruitment process for professors was successfully implemented.

- Faculty members Alejandro Hernandez de la Lanza (Operations) and Bernardo Sainz Martínez (Social and Political Environment), started their doctoral studies at the Kellogg School of Management, Northwestern University and the Department of Political Studies at Queen’s University School of Graduate Studies, respectively.
As a leader in practical and academic research, IPADE works to be at the forefront of contemporary management trends through the work of its four research centers. Each research center is committed to promoting analysis, cross-disciplinary dialogue, and the production of useful knowledge for business and management.

Research Centers

Research Center for Women in Senior Management

Over the past 10 years, the Research Center for Women in Senior Management (CIMAD) has specialized in the analysis, discussion, and dissemination of research regarding women in entrepreneurship and management. It also seeks to address the challenges facing organizations in terms of promoting and retaining female talent.

Research Studies
- Case study – TopHiring by Eugenio Gómez Alatorre
- Case study – by Rubén Urtuzaulstegui Jiménez

Events
- Celebration of the 10th anniversary of CIMAD
- Women in Business Panel
- Eighth Family Business Meeting: Female Leadership in Family Businesses, organized in partnership with the Research Center for Family Businesses

Publications
- CIMAD. Diez años de impulso en la Alta Dirección [CIMAD: Ten Years Supporting Women in Senior Management]
- Líderes Inclusivos. Mujeres en la Alta Dirección [Inclusive Leaders. Women in Senior Management]
- 8 articles published in Forbes Women magazine
- 1 article published in the newspaper El Universal

Conferences
Eugenio Gómez Alatorre, Director of CIMAD, participated in the following events:
- Panel – Employment Equality and the Gender Pay Gap
- Panel – Cultivating Confidence Conversations - Tupperware Mexico
- Keynote speech – Global Mentoring Walk 2019
- Mesa de Diálogo television program

Strategic Partnerships
- Cooperation agreement signed with Movimiento STEM

Special Guests
- Mónica Flores, President, ManpowerGroup Latin America
- Paula Santill, President, PepsiCo Mexico Foods
- José María Zac, President and CEO, American Express Mexico, Latin America and the Caribbean
- Ana Longoria, CEO and President, Novartis Mexico
- Angélica Ruiz, CEO, BP Mexico
- Juana Ramirez, CEO and Founder, Grupo SOHN
- Irene Espinosa Cantallano, Deputy Governor, Bank of Mexico
- Claudia Valverde, Vice-President of Cultural Transformation, Great Place to Work
- Graciela Rojas, Founder and President, Movimiento STEM
- Ursula Quijano, Head of Strategy and Impact, Victoria 147
- Verónica Ramirez, Chief Legal Officer, Walmart Mexico
- Juan Pablo Bostelmann, CEO, Grupo SURGE
- Ariane Bostelmann, Commercial Director, Grupo SURGE

Our higher purpose pushes us to share...
Research Center for Family Businesses - BBVA

The Research Center for Family Businesses – BBVA (CIFEM) seeks to create spaces for discussion and learning for families that are working to ensure the healthy continuity of their businesses from generation to generation.

Research Studies
• Assessment of the Progress Made to Achieve Continuity and Harmony in Family-Owned Businesses by Ricardo Aparicio, Alfonso Bolio, and Flor Gómez (in progress)
• Case study – Grupo Urrea: Transition and Institutionalization of a Family-Owned Business by Carlos Castellanos Rodríguez
• Case study – When My Hero Becomes My Worst Enemy by Nahum de la Vega Morell
• Case study – The Carreño Family by Ernesto Bolio y Arciniega and Ricardo Aparicio Castillo

Events
• Eighth Family Business Meeting: Female Leadership in Family Businesses, organized in partnership with the Research Center for Women in Senior Management
• Fifteenth Colloquium on Family Business hosted in Houston, TX
• Eighth Focused Program, How to Achieve Continuity in Family-Owned Businesses, hosted in Monterrey
• Ninth Focused Program, How to Achieve Continuity in Family-Owned Businesses, hosted in Panama

Projects
• CIFEM developed a microsite to offer information and services to the IPADE alumni community, BBVA clients, and anyone that is interested in learning more about family businesses.
• CIFEM had a continued presence on IPADE’s NewsMedia platform, as well as in partner media publications, including Expansion, El Universal, and El Financiero.

Conferences
• Lecture – The Succession of the CEO From the Perspective of the Founder in Mexican Family Companies given by Ricardo Aparicio at the International Family Enterprise Research Academy (Holland)
• CIFEM contributed to the International Family Enterprise Research Academy as a committee member for the Latin America Chapter and participated in the organization’s 2019 conference in Bergamo, Italy.

Strategic Partnerships
• During this period, CIFEM finalized the partnership agreement with BBVA. Through this partnership, the two institutions will combine efforts to support IPADE’s research on family-owned businesses in an effort to help these businesses successfully achieve continuity.

Special Guests
• Salvatore Tomaselli, Founding Member of IFERA and prominent scholar focused on family-owned businesses
• María Piedad López, Director of the Center for Studies on Family-owned Businesses at INALDE Business School
• Prominent IPADE alumni, including Galia Puszkar Reich, María del Pilar Fernández Ruiz, Miryam Mar Vázquez Rizo, Zaira Majul González, Mónica Márquez Ríos, and Paulina Garza Carrillo
• Prominent business leaders, including Marcelino Fernández Rivero and Miguel Ángel Vázquez Andrade

We are agents of change creating a positive impact in other domains.
Research Center for Entrepreneurial Initiative

By analyzing and discussing the issues on the role of the entrepreneur and entrepreneurial initiative, the Research Center for Entrepreneurial Initiative (CiiE) seeks to offer guidance and answers to the reality of a changing and challenging environment.

Research Studies

• White paper – “Initial Study on Family Offices in Mexico” by José Antonio Dávila Castilla

Publications

• Book – En busca de un capitalismo emprendedor [In Search of an Entrepreneurial Capitalism] by Javier Ginebra, Luis F. Martí, and José Antonio Dávila Castilla
• Book – Modelando el emprendimiento social en México [Modeling Social Entrepreneurship in Mexico] by Mary Conway and José Antonio Dávila Castilla
• Article – “When Entrepreneurs Live Their Calling, the Multiplier Effect has Unexpected Consequences” by José Antonio Dávila Castilla (Istmo 361. April-May 2019)

Research Center for Philosophy and Management

The Research Center for Philosophy and Management (CIFE) is dedicated to exploring the everyday realities of organizations and business leaders, focusing on the human aspects of management.

Research Studies

• “Healing Power of Affection,” “A Curious Paradox,” and “Lucía” by Carlos Alejandro Armenta Pico

Events

• Focused Program: The Human Side of the Manager 2018-2019: 2 parts, 24 sessions, and 12 colloquiums
• Intensive Course on Personal Management at Barna Business School (seven sessions)
• Collaboration with the Managerial Control and Information Department to prepare four sessions for the Program for Chairpersons and Board Members and Education Centers
• Collaboration with the Social and Political Environment Department for the Human Side of the Manager program

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Special Guests

• Hugo Cuesta Leaño, CEO, Cuesta-Campos; Vice President and Board Member, Meritas Law Firms Worldwide

Projects

• Translation of all CIFE materials into English
• Authoring essays associated with the case studies published by CIFE
• Development of a conceptual framework for the Business Ethics lectures

The IPADE community reaches beyond the classroom, creating a multiplier effect through its research projects.
Carlos Llano
Chair

Using a cross-disciplinary approach, the UP-IPADE Carlos Llano Chair seeks to provide a platform to continue this great thinker’s work in research, dissemination, and teaching, building on his original combination of management and philosophy.

Drawing on philosophical reflection and its practical applications, the UP-IPADE Carlos Llano Chair aims to contribute to creating the new structures that our society requires and developing its leaders.

Events

Academic Event to Honor Our Founding Dean, Dr. Carlos Llano Cifuentes:
Ernesto Moya Pedrola, President, TIP Mexico and Montepío Luz Saviñón IAP
Fernando Balzaretti, Executive Vice President, Montepío Luz Saviñón IAP
Natalia Orozco, Painter
September 20, 2018
Universidad Panamericana

2018 Master Class — The Political Lie
Héctor Ghiretti, Doctor in Philosophy from the University of Navarra
October 22 – 23, 2018
Universidad Panamericana

2018 Discussions on Ethics, Business, and Life: Why is Mexico Stuck in the Past?
Daniel Martínez-Valle, CEO, Mexichem
Marcelo Delajara, Director of the Economic Growth and Labor Market Program, Espinosa Yglesias Center, A.C
October 30, 2018
IPADE sede Ciudad de México

Carlos Llano: The Author
February 28, 2019
IPADE Mexico City Campus

Research

Structural Analysis of Carlos Llano Cifuentes’ Person-Centered Leadership Approach
Doctoral Thesis
Ricardo Murcio Rodríguez
IPADE

On Practical Ideas as Expressed in Carlos Llano’s Philosophy of Action
Doctoral Thesis
Víctor Isolino-Doval
Universidad Panamericana

"It is better to aspire to excellence and fail than to aspire to mediocrity and succeed."
Carlos Llano Cifuentes
Rankings and Accreditations

The quality of IPADE’s programs has earned us a position on world-class rankings and has enabled us to maintain the most important business school accreditations.

**Financial Times Open Enrollment**

50th PLACE

Senior Management and Focused Programs

3rd PLACE WORLDWIDE IN THE CATEGORY PARTNER SCHOOLS

23rd PLACE WORLDWIDE IN THE CATEGORY INTERNATIONAL LOCATION

34th PLACE WORLDWIDE IN THE CATEGORY FOLLOW-UP

**Financial Times Custom Programs**

16th PLACE

In-Company Programs

5th PLACE WORLDWIDE IN THE CATEGORY VALUE FOR MONEY

5th PLACE WORLDWIDE IN THE CATEGORY NEW SKILLS & LEARNING

7th PLACE WORLDWIDE IN THE CATEGORY FACILITIES

**Best MBA Programs in Mexico and the World**

CNN-Expansión

Full-Time MBA and Executive MBA

1st PLACE

Alumni evaluations

• FACULTY: 10
• PROGRAMS: 10
• CLASSMATES: 9.4

**Forbes**

International MBAs: two-year program

Full-Time MBA

10th PLACE

IPADE was the only Latin American school included in the international ranking.

QS Global MBA Rankings

Full-Time MBA

4th PLACE

in Latin America

**Accreditations**

AACSB Accredited

Association to Advance Collegiate Schools of Business (AACSB)

AMBA Accredited

Association of MBAs (AMBA)
At IPADE, we believe that the value of leadership is found in the extent that it helps society grow. IPADE’s Institutional Development Department is tasked with engaging our community of participants and alumni to get them involved with our social responsibility initiatives.

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As part of IPADE’s social responsibility initiatives, we support two world-class educational institutions for young people in the eastern part of Morelos.

MONTEFALCO SCHOOL and EL PEÑÓN FOUNDATION

Relevant Activities

**FUNDRaising CAMPAIGN**

375 new donors joined the fundraising campaign for the two schools. Outreach teams successfully collected annual donations for Colegio Montefalco and Fundación El Peñón.

**October 11 – November 8, 2018**

**COLEGIO MONTEFALCO and EL PEñÓN ANNUAL REPORT**

Directors, teachers, students, and parents from both schools came together to share the outcomes and activities implemented during the 2017 - 2018 school year with donors.

**November 21, 2018**

Promoting and instilling a sense of social responsibility among IPADE participants and alumni.

**COLEGIO MONTEFALCO**

- The community organized a race to raise funds for the construction of the oratory.
- Students achieved outstanding results in state competitions for chemistry, chess, mathematics, and Children’s Parliament.
- Students participated in various social impact activities, including fundraising activities and social events with vulnerable groups.

**Fundación El Peñón**

- During Easter Week, students, teachers, and alumni participated in the social responsibility activities organized in a nearby community.
- Students achieved outstanding results in the state’s Carl Friedrich Gauss Mathematics Competition and the Mexican Mathematical Olympiad.
- Two alumni participated in the Human Exploration Rover Challenge, an international competition hosted by NASA. Their team won 6th place and was awarded the Jescco von Puttkamer trophy.

**COLEGIO MONTEFALCO**

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- During Easter Week, students, teachers, and alumni participated in the social responsibility activities organized in a nearby community.
- Students achieved outstanding results in the state’s Carl Friedrich Gauss Mathematics Competition and the Mexican Mathematical Olympiad.
- Two alumni participated in the Human Exploration Rover Challenge, an international competition hosted by NASA. Their team won 6th place and was awarded the Jescco von Puttkamer trophy.

**503 STUDENTS**

**389 STUDENTS**

**ELEMENTARY MIDDLE SCHOOL HIGH SCHOOL**

**MIDDLE SCHOOL HIGH SCHOOL**

**3,609 STUDENTS HAD GRADUATED AS OF 2018**

**3,444 STUDENTS HAD GRADUATED AS OF 2018**

**180 participants joined the 2019 IPADE Invitational Golf Tournament to support students at El Peñón.**
Operations

Refreshments 67,678
Dinners 3,520
Cocktails 23,251
Lunches 223,183
Breakfasts 98,791
Coffee Breaks 211,301
Meetings 13,561
TOTAL 641,285
The IT Department is dedicated to excellence. As a result, this area is constantly innovating, developing, and implementing new projects to ensure high quality services, facilities, and infrastructure.

Academic Innovation
- Development and pilot of Vicente’s Outcome, the first video case study
- Pilot test of the first blended In-Company program: Eight managers from different countries remotely participated in the virtual modules.
- Two multimedia case studies
- One interactive case study
- Immersive technologies used for a case study, with augmented reality added to the teamwork stage and the materials projected on screens in the classroom.

Food and Beverage Department
- Recipes from the IPADE kitchens were standardized to ensure quality across all menus.
- The food and beverage team took a training course on food hygiene and handling, and 186 employees received the corresponding certification.
- IPADE was recertified for the “Distintivo H” Quality Certification, with 100% compliance.
- A SWOT analysis helped IPADE identify the needs of employees from this department. They will be given support to continue their educational development.
- The department provided 641,285 food and beverage services, 6.9% more than in 2017.

Service Chain
- Delivered digital services, case studies, and academic materials for Full-Time MBA and Executive MBA programs: 325 courses and over 900 participants
- Classrooms equipped with digital technologies and video conference equipment
- 14,000+ hours of classrooms sessions
- Logistics planning and implementation of nearly 10,000 hours of scheduled sessions in Mexico and Central America
- 350,000+ personalized dossiers printed on eco-certified paper and delivered to participants
- 1.4 million case studies printed and distributed

Facilities, Resource Management, and Procurement
- Developed protocols to ensure safe operations for participants, employees, and visitors.
- Outlined long-term plans to ensure operational continuity (inventory, assessment, and renovation of critical facilities).
- Planned resource management best practices to preserve facilities, grounds, and infrastructure and to provide high quality goods and services at the best possible cost.

Strategic Projects Office
- The area strengthened its services to deliver higher impact projects and tactical frameworks.
- Developed and supervised the areas of Project Management and Institutional Structure Project Management, reserved to support for projects.
- The non-IT Project Management services doubled the amount of projects managed, with an overall 96% efficiency.
- Project Management focused for an enhanced growth of the Project Management service, with an average 93% efficiency.
- The Institutional Structure Project Management service analyzed the need for an improvement and its delivery through processes, functions, indicators, and resources (people and systems).
- Three projects were implemented, two of which are in advanced, while the third is ongoing. The average efficiency rate of the projects was 95%.
- The IT Project Management service facilitated the implementation of new digital technologies through projects.
- A total of 20 projects were undertaken. Three were key components of a learning strategy using games or simulators, four were focused on introducing new technological platforms, five were focused on adding new features to the existing platforms, and eight were aimed at improving and correcting errors in the current systems. The average efficiency rate of the projects was 89%.

IT
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Excellence **IPADE** is known for its attention to detail.
The primary purpose of the Corporate Communications Department is to communicate the ongoing academic activities conducted at IPADE in a way that is aligned with the objectives set by the organization’s leadership. The department targets both alumni and current participants, as well as people from outside the IPADE community that are looking for information on who we are and what we do.

This department works together with the Content Area, the Institutional Image Area, the Executive Area, the Media Coordination Area, Istmno, and the Digital Ecosystem Area to add value and ensure the proper use of IPADE’s key corporate identity elements.
Every day, the IPADE community is enriched by special guests, new publications, new programs that are beginning or ending, new agreements, or new businesses that put their trust in our work to enhance their management practice.

The Media Coordination Area manages relationships with various business media outlets to strengthen IPADE’s positioning, disseminating relevant content that strengthens our position as an organization of reference on business issues.

Overall, events vary widely. It is our responsibility to communicate them, highlighting their relevance and the ways that our community is making an impact on the world.

<table>
<thead>
<tr>
<th>News</th>
<th>Articles</th>
<th>GIFs and infographics</th>
<th>Videos</th>
<th>Coverage of CEO Lecture Series</th>
<th>Newsletters</th>
<th>English-language content</th>
<th>Interviews</th>
<th>Press releases</th>
<th>Articles</th>
<th>Total impacts</th>
</tr>
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<td>195</td>
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</table>
In partnership with the other communications areas, the Institutional Image Area establishes standards to ensure the correct use of graphic materials that affect IPADE’s image. This area adds value to the institution’s identity, ensuring that it always meets high standards of quality, consistency, and coherence.

**La Posta**

During this period, an outpost of La Posta, IPADE’s official book and souvenir shop, opened its doors in Monterrey. La Posta now offers a total of 107 m² of display area through its shops in Mexico City, Guadalajara, and Monterrey. We are also now able to reach customers across Mexico through La Posta Online, the new online marketplace that offers over 100 products, including IPADE books, articles, and memorabilia.

**DISPLAY AREA**

107 m²

**ITEMS AVAILABLE ONLINE:**

+100

During this period, Istmo celebrated six decades of continuous publication, a reflection of the importance and relevance of the content it publishes. Additionally, the number of authors from other parts of the world increased significantly, and the magazine published its first article in English, demonstrating that values-based leadership knows no borders.

**INTERNATIONAL WRITERS**

60 YEARS OF CONTINUOUS PUBLICATION

First English-language article: “It’s easier to innovate when you are already improving,” an interview with Gijs Van Wulfen and José Luis de Alba

**RELEVANT FACTS**

- As of December 15, publication frequency and approach was standardized across Guadalajara, Monterrey, Panama, and Costa Rica
- On January 7, the IPADE NewsMedia content website was launched as part of an overhaul of the previous Alumni Portal platform
  - Outcome: 3,754 new followers (January – August)
  - A platform was launched to support the 2019 Reunion events in May, June, and July
  - Total visits: 13,837
  - Day with the highest number of clicks: June 19 – 2,804 clicks
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